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HEWLETT-PACKARD COMPANY  
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EXAMINER

PHAN, TAM T

ART UNIT PAPER NUMBER

2144

DATE MAILED: 07/28/2004

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Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/819,427

Applicant(s)

MANSFIELD ET AL.

Examiner

Tam (Jenny) Phan

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 03 April 2003.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-35 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-35 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 27 March 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 2.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

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### **DETAILED ACTION**

1. This application has been examined. Claims 1-35 are presented for examination.

#### ***Priority***

2. No priority claims have been made.
3. The effective filing date for the subject matter defined in the pending claims in this application is 03/27/2001.

#### ***Oath/Declaration***

4. A new oath or declaration is required because it is missing from the original application. The new oath or declaration must properly identify the application of which it is to form a part, preferably by application number and filing date in the body of the oath or declaration. See MPEP §§ 602.01 and 602.02.

#### ***Information Disclosure Statement***

5. An initialed and dated copy of Applicant's IDS form 1449, Paper No. 2, is attached to the instant Office action.

#### ***Claim Rejections - 35 USC § 112***

6. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

7. Claims 9, 19, and 29 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

8. Regarding claims 9, 19, and 29, the phrase "and/or" renders the claim indefinite because it is unclear whether the limitation(s) following the phrase are part of the claimed invention. See MPEP § 2173.05(d).

9. For examining purposes, "and/or" will read as "and" to allow the limitation(s) following the phrase to be part of the claimed invention

***Claim Rejections - 35 USC § 102***

10. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

11. Claims 1-35 are rejected under 35 U.S.C. 102(e) as being anticipated by Burkey et al. (U.S. Patent Number 6,446,076), hereinafter referred to as Burkey.

12. Regarding claim 1, Burkey disclosed a method for providing personalized customer support, comprising: receiving information from a customer; evaluating the customer information; identifying customer support information relevant to the customer information; and presenting the relevant customer support information to the customer (Figures 10A-11, column 28 line 34-column 29 line 5, column 29 line 41-column 30 line 6, column 34 lines 21-36, column 47 lines 21-33).

13. Regarding claims 2-4, Burkey disclosed a method wherein the step of receiving information comprises the step of receiving user profile and demographics information [products the customer uses, customer's business, and customer's technical expertise] (Figures 10A-11, column 28 lines 34-60, column 41-63, column 32 lines 11-28). Note:

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products the customer uses, customer's business, and customer's technical expertise are subsets of user preference and demographics information. Other well-known subsets of user profile and demographics information that are important to personalizing support information are personal preferences, behavioral information, history, profession, etc.

14. Regarding claim 5, Burkey disclosed a method wherein the step of receiving information comprises the step of receiving information from an online customer survey (Figure 21, column 28 lines 46-60, column 34 lines 21-36).

15. Regarding claim 6, Burkey disclosed a method wherein the step of identifying customer support information relevant to the customer information comprises the step of cross-referencing the customer information with information contained within a library database (Figures 10A-11 & 18, column 29 line 41-column 30 line 6, column 34 lines 21-36).

16. Regarding claim 7, Burkey disclosed a method wherein the step of identifying customer support information relevant to the customer information further comprises the step of cross-referencing the customer information with data modules contained within the library database (Figures 10A-11 & 18, column 29 line 41-column 30 line 6, column 34 lines 21-36).

17. Regarding claim 8, Burkey disclosed a method wherein the step of presenting the relevant customer support information to the customer comprises the step of automatically generating at least one personalized web page accessible to the customer (column 30 lines 15-33, column 34 lines 21-35, lines 46-61, column 47 lines 21-33).

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18. Regarding claim 9, Burkey disclosed a method wherein the at least one personalized web page only includes customer support information that is relevant to the products the customer uses and the customer's business (column 30 lines 52-column 31 line 28).

19. Regarding claim 10, Burkey disclosed a method wherein the step of presenting the relevant customer support information to the customer comprises the step of presenting information through multimedia-rich form [audio and video instructions] to the customer (column 34 lines 46-61, column 40 lines 1-8).

20. Regarding claims 11-20, the system for providing personalized customer support corresponds directly to the method of claim 1-10, and thus these claims are rejected using the same rationale.

21. Regarding claims 21-30, the computer readable medium having software for providing personalized customer support corresponds directly to the method of claim 1-10 and the system of claims 11-20, and thus these claims are rejected using the same rationale.

22. Regarding claim 31, Burkey disclosed a method for providing personalized customer support, comprising: receiving information from a customer about the products the customer uses and about the customer's business; evaluating the customer information; creating a customer profile based upon the evaluation of the customer information; retrieving customer support information modules relevant to the customer profile; and automatically generating a personalized web page containing the customer support information retrieved (Figures 10A-11, column 28 line 34-column 29 line 5,

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column 29 line 41-column 30 line 6, column 30 lines 15-33, column 34 lines 21-36, lines 46-61, column 47 lines 21-33).

23. Regarding claim 32, Burkey disclosed a method wherein personalized web pages relevant to training, troubleshooting, and database information are respectively automatically generated (Figure 25, column 28 lines 46-57, column 38 lines 6-15, lines 46-64, column 39 lines 2-22).

24. Regarding claim 33, Burkey disclosed a method further comprising the step of responding to questions posed and issues raised by customers online (column 28 lines 46-60, column 29 lines 17-23, column 31 lines 11-27, column 34 lines 21-35, lines 46-60, column 38 lines 6-15).

25. Regarding claim 34, Burkey disclosed a method further comprising the step of providing information as to designing a computing system specific to the customer's needs (column 33 lines 19-32, lines 45-53, column 39 lines 5-22, column 40 lines 1-8).

26. Regarding claim 35, Burkey disclosed a method further comprising the step of providing an evaluation of the customer's existing computing system (column 33 lines 19-32, lines 45-53, column 39 lines 5-22, column 40 lines 1-8).

27. Since all the limitations of the claimed invention were disclosed by Burkey, claims 1-35 are rejected.

28. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

29. Claims 1-33 are rejected under 35 U.S.C. 102(b) as being anticipated by Dedrick (U.S. Patent Number 5,717,923), hereinafter referred to as Dedrick.

30. Regarding claim 1, Dedrick disclosed a method for providing personalized customer support, comprising: receiving information from a customer; evaluating the customer information; identifying customer support information relevant to the customer information; and presenting the relevant customer support information to the customer (Title, Abstract, column 3 lines 37-67, column 4 lines 11-23, column 6 lines 34-52, column 19 lines 13-26).

31. Regarding claims 2-4, Dedrick disclosed a method wherein the step of receiving information comprises the step of receiving user profile and demographics information such as employer, job title, business areas of interest, personal preferences [products the customer uses, customer's business, and customer's technical expertise] (column 3 lines 37-67). Other subsets of user profile and demographics information that are disclosed by Dedrick are personality traits, personal preferences, preferred learning modes, willingness to participate in survey, etc.

32. Regarding claim 5, Dedrick disclosed a method wherein the step of receiving information comprises the step of receiving information from an online customer survey (column 3 lines 43-67).

33. Regarding claim 6, Dedrick disclosed a method wherein the step of identifying customer support information relevant to the customer information comprises the step of cross-referencing the customer information with information contained within a library



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database (Abstract, column 2 lines 3-24, column 6 lines 34-52, column 7 lines 36-56, column 8 lines 37-48).

34. Regarding claim 7, Dedrick disclosed a method wherein the step of identifying customer support information relevant to the customer information further comprises the step of cross-referencing the customer information with data modules contained within the library database (Abstract, column 2 lines 3-24, column 6 lines 34-52, column 7 lines 36-56, column 8 lines 37-48).

35. Regarding claim 8, Dedrick disclosed a method wherein the step of presenting the relevant customer support information to the customer comprises the step of automatically generating at least one personalized web page accessible to the customer (Abstract, column 2 lines 3-24, column 3 lines 37-40, column 19 lines 13-26).

36. Regarding claim 9, Dedrick disclosed a method wherein the at least one personalized web page only includes customer support information that is relevant to the products the customer uses and the customer's business (column 3 lines 37-67, column 4 lines 44-55, column 6 lines 34-52, column 7 lines 36-56).

37. Regarding claim 10, Dedrick disclosed a method wherein the step of presenting the relevant customer support information to the customer comprises the step of presenting information through multimedia content [audio and video instructions] to the customer (column 4 lines 11-23, lines 44-55, column 6 lines 53-63, column 15 lines 17-36).

38. Regarding claims 11-20, the system for providing personalized customer support corresponds directly to the method of claim 1-10, and thus these claims are rejected using the same rationale.

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39. Regarding claims 21-30, the computer readable medium having software for providing personalized customer support corresponds directly to the method of claim 1-10 and the system of claims 11-20, and thus these claims are rejected using the same rationale.

40. Regarding claim 31, Dedrick disclosed a method for providing personalized customer support, comprising: receiving information from a customer about the products the customer uses and about the customer's business; evaluating the customer information; creating a customer profile based upon the evaluation of the customer information; retrieving customer support information modules relevant to the customer profile; and automatically generating a personalized web page containing the customer support information retrieved (Title, Abstract, column 2 lines 3-24, column 3 lines 37-67, column 4 lines 11-23, column 6 lines 34-52, column 19 lines 13-26).

41. Regarding claim 32, Dedrick disclosed a method wherein personalized web pages relevant to training, troubleshooting, and database information are respectively automatically generated (column 3 lines 43-55, column 5 lines 34-49, column 5 line 60-column 6 line 3, column 6 lines 53-63).

42. Regarding claim 33, Dedrick disclosed a method further comprising the step of responding to questions posed and issues raised by customers online (column 3 lines 62-64, column 8 lines 25-47)

43. Since all the limitations of the claimed invention were disclosed by Dedrick, claims 1-33 are rejected.

***Claim Rejections - 35 USC § 103***

44. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

45. Claims 34-35 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dedrick (U.S. Patent Number 5,717,923) as applied above, and in view of Moshfeghi et al. (U.S. Patent Number (6, 076,166), hereinafter referred to as Moshfeghi.

46. Regarding claim 34, Dedrick disclosed a method for providing personalized customer support, comprising: receiving information from a customer about the products the customer uses and about the customer's business; evaluating the customer information; creating a customer profile based upon the evaluation of the customer information; retrieving customer support information modules relevant to the customer profile; and automatically generating a personalized web page containing the customer support information retrieved (Title, Abstract, column 2 lines 3-24, column 3 lines 37-67, column 4 lines 11-23, column 6 lines 34-52, column 19 lines 13-26).

47. Dedrick taught the invention substantially as claimed. However, Dedrick did not expressly teach a step of providing information as to designing a computing system specific to the customer's needs.

48. Dedrick suggested exploration of art and/or provided a reason to modify the method with the computer system computing system specific to the customer's needs (column 2 line 62-column 3 line 3, column 5 lines 4-19).

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49. In an analogous art, Moshfeghi disclosed a method of providing information as to designing a computing system specific to the customer's needs (Abstract, column 4 lines 11-38, column 7 lines 8-19).

50. It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify the method of Dedrick with the teachings of Moshfeghi to include a step of providing information as to designing a computing system specific to the customer's needs in order to take into account user equipment environment information (Moshfeghi, column 7 lines 40-48) since computing system imposed certain constraint on the personalized requested content (Abstract, column 7 lines 40-48).

51. Regarding claim 35, Dedrick disclosed a method further comprising the step of providing an evaluation of the customer's existing computing system (column 4 lines 11-38, column 7 lines 8-19).

52. Since all the limitations of the claimed invention were disclosed by the combination of Dedrick and Moshfeghi, claims 34-35 are rejected.

### ***Conclusion***

53. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

a. LeMode et al. (U.S. Patent Number 6,009,410) disclosed a customized advertising repository server so when the user accesses his or her customized ad repository through the browser, a composite advertising page is dynamically configured by the Customized Advertising Repository (CAR) server for that particular user based on that user's previously provided user profile. The dynamically configured composite page or pages of advertising provided to the

user may contain plural static images, streaming banners, 3-D images, animation, video and/or audio clips, using any of the technologies available on the Web for presenting textual and/or visual information.

b. Bunting et al. (U.S. Patent Number 6,629,843) disclosed a predetermined proxy server provides secure access to an Internet community which is customized to the user. Once users have logged on and been authenticated by the web site, they have access to a multitude of activities and services provided by the web site software, for example, personalized training curriculums, customized content, featured activities, personal support mechanisms, online mentoring, facilitated communications, and technical support. The web site content is customized to the reading and literacy levels of the users. The activities available on the web site are selected activities which meet the goals of the funding organizations. Additionally, counselors are able to monitor the progress of the users and track their progress.

c. Kelly et al. (U.S. Patent Number 6,665,689) disclosed a method for generating storm warnings which are precisely tailored automatically for a particular individual or business user's geographic location of interest. The user establishes an individualized user profile, in which the user may define a particular location of interest and a contact address to which a personalized storm warning is to be delivered. Personalized storm warnings are generated for user profiles defining locations of interest within a predicted storm track, if the storm track characteristics of the storm meet the characteristics specified in the

storm profile established by the user, and may be delivered to users via e-mail, cell phone, pager, etc.

d. Jacobi et al. (U.S. Patent Number 6,317,722) disclosed a computer-implemented service recommends products or other items to a user based on a set of items known to be of interest to the user. For example, online merchants commonly provide services for recommending products to customers based on profiles that have been developed for such customers. Recommendation services are also common for recommending Web sites, articles, and other types of informational content to users. Recommendations generated by the recommendation services are returned to the Web server, which incorporates the recommendations into personalized Web pages transmitted to users

54. Refer to the enclosed PTO-892 for details and complete listing of other pertinent prior art of record.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tam (Jenny) Phan whose telephone number is (703) 305-4665. The examiner can normally be reached on M-F 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, William Cuchlinski can be reached on 703-308-3873. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.


Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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